

Guide #1

10-Minute Facebook Business Page Checkup

Is Your Facebook Business Page Helping Your Business...or Quietly Costing You Customers?

Your Facebook Business Page is often one of the first places someone visits before deciding whether to call, visit, or buy from you.

Whether you're a boutique owner, nonprofit, real estate professional, contractor, restaurant, or local service provider, people want to know who you are before they decide to trust you.

This quick self-check will help you identify the areas of your page that may need a little attention.

Estimated Time: 10 Minutes

Best completed while viewing your Facebook Business Page on a desktop or laptop.

HOW TO SCORE YOUR PAGE

Give yourself:

- ☒ YES = 2 Points
- ☐ SOMEWHAT = 1 Point
- ☒ NO = 0 Points

Be honest! The goal isn't a perfect score, it's identifying opportunities to strengthen your online presence.

YMM BIZ BUILDER™ SERIES



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FIRST IMPRESSION When someone lands on my Facebook Business Page...

- | | |
|--|---|
| ☐ They immediately understand what my business does. | ☐ My cover photo reflects my business today. |
| ☐ My profile photo is clear, current, and professional. | ☐ My page looks active, not abandoned. |
| ☐ My branding is consistent with my other marketing. | Score: ____ /10 |

EASY TO CONTACT

- | | |
|---|--|
| ☐ My phone number is correct & easy to find. | ☐ My business hours are accurate. |
| ☐ My website link works. | ☐ My Call-to-Action button is set up and working. |
| ☐ My email address is current and readily available. | Score: ____ /10 |

BUILDING TRUST

- | | |
|---|--|
| ☐ My About section clearly explains what I do. | ☐ I respond to comments in a timely manner. |
| ☐ My Services section is complete. | ☐ I have recent customer reviews. |
| ☐ I respond to Facebook messages promptly. | Score: ____ /10 |

CONTENT & ENGAGEMENT

- | | |
|--|--|
| ☐ I've posted within the last 7 days. | ☐ I share behind-the-scenes moments. |
| ☐ My posts educate/help my audience, not just sell. | ☐ I occasionally introduce myself or my team. |
| ☐ I highlight customers, projects, or my community. | Score: ____ /10 |

VISIBILITY

- | | |
|--|--|
| ☐ My contact information is consistent on all platforms. | ☐ My business category is accurate. |
| ☐ My page includes my city or service area. | ☐ I invite customers to follow my page. |
| ☐ I mention my Facebook page on business cards, flyers, or other marketing materials. | Score: ____ /10 |

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YOUR TOTAL SCORE

41-50 Points - 🎉 Excellent!

Your page is making a strong first impression. Continue posting consistently and reviewing your information every few months to keep everything fresh.

31-40 Points - 👍 You're on the right track!

Your page has a solid foundation, but a few updates could make it even more effective at attracting and building trust with potential customers.

21-30 Points - ⚠️ There's room to grow.

You're not alone—this is where many small businesses land. A handful of strategic improvements could make a noticeable difference in how people perceive your business online.

20 Points or Less - 💥 Time for a Refresh!

Your Facebook Business Page may not be giving potential customers the confidence they need to reach out. The good news? Most of these improvements are easier than you might think.

ONE LAST THOUGHT...

Your Facebook Business Page doesn't have to be perfect. It just needs to quickly answer three simple questions:

- Who are you?
- What do you do?
- Why should someone choose you?

If visitors can answer those questions in less than 30 seconds, you're already ahead of many businesses.



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READY FOR THE NEXT STEP?

Now that you've checked your Facebook Business Page, it's time to fill it with engaging content.

Next Guide in the YMM Biz Builder™ Series:
Guide #2
20 Social Media Post Ideas for Small Businesses

Simple. Practical. Easy to implement.

Download it free at: www.yourmediamattersfl.com under the Marketing Tools tab.

NEED ANOTHER SET OF EYES?

If your score wasn't where you hoped, you don't have to figure it out alone. Ask about the YMM Business Page Refresh. It's a personalized review of your Facebook Business Page where we'll identify opportunities, update key sections, and help your business show up clearly, consistently, and confidently.